

**WHAT IS CLAIMED IS:**

1. An advertising light emitting pen comprising an upper pen tube and a lower pen tube; the upper pen tube including a light emitting device, and a push-and-brake device for driving the light emitting  
5 device to move; the lower pen tube including an outer tube, an inner tube in the outer tube, a refill in the inner tube, an resilient spring in the inner tube and below the refill, and a light guide tube in the inner tube and being passed by an upper section of the refill;

wherein a top of the light guide tube resists against a lower end of  
10 the light emitting device; a surface of the inner tube is coated with film having advertising patterns or texts thereon; the film includes two parts with one part being a transparent surface and another part being an opaque surface for printing with pattern or texts; the transparent surface has no pattern or text thereon; when the light  
15 emitting device lights up, light transmits into the inner tube through the light guide tube and then emits out from the inner tube; the light emits from the through the outer tube to radiate into a paper to be written.

2. The advertising light emitting pen as claimed in claim 1,  
20 wherein predetermined parts of a lower end of an outer tube of the upper pen tube are hollowed to form a pattern; and a position of the pattern is aside the light emitting device.

3. The advertising light emitting pen as claimed in claim 1,

wherein the light guide tube is integrally formed with the refill.

4. The advertising light emitting pen as claimed in claim 1, wherein the patterns or textures on the film are concave or convex from a surface of the film.

5 5. The advertising light emitting pen as claimed in claim 1, wherein the film on the surface of the inner tube is above a section which is held by fingers of a writer.